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All about the NEW ROSES



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 ECLIPSE PLANT PATENT 172
SEE PAGE 15

by J. H. NICOLAS



HATS OFF *to the new Roses*

You may ask why all this talk about New Roses? Weren't the Roses of grandmother's garden beautiful enough for anyone? Most assuredly. Then why these New Roses?

Just because the New Rose creations have the qualities of the Rose of 1775, 1860, or the "Gay Nineties"—with something more besides. Grandmother had her lovely Tea Roses—but she had to cherish them tenderly. Today we have the delicacy of the Tea Rose blossom plus the vigor of new racial strains; and in addition a color panorama that would send grandmother into ecstasies.

Yes, even the Rose keeps step with the march of time. No wonder flags are flying and plant-lovers are moved with a pleasurable excitement, for here comes the parade of the New Roses.

Out in front is Eclipse with a golden yellow bud, long, pointed—yes, even streamlined. It marches with a regal air for wasn't Eclipse twice crowned? Next is Signora, the Titian or Botticelli beauty, with the grace and bearing of an empress of yore. And what are the bells so joyfully pealing? Why, it's Carillon trooping her brilliant flame tints down the garden path.

All these and more are mobilized from far and near quarters of the earth, a legion of "good soldiers"—the results of the painstaking work of the leading Rose-men of Europe and America—Roses disciplined to conquer the Rose-gardens of America.

Hats off to the New Roses!

T H E

Thrill

O F G R O W I N G

T H E N E W V A R I E T I E S

A friend may be able to describe the thrill of a glamorous "first night" at the theatre, the thrill of visiting strange lands, of finding a prized antique, of dining with some interesting personage. And yet, this same friend would find it difficult, indeed, to convey the beauty and the joy of growing the New Rose creations.

Some of these New Roses will become famous and household words throughout the world, like Dorothy Perkins, Marechal Niel, and American Beauty. But you can be among the very first now to enjoy them in your own garden, to display these beautiful new blooms at Rose shows or the flower show of your garden club.

Not all the pleasure comes in their blooming. There is a thrill of pleasant anticipation as you make your selection. To clothe a fence or build a screen, you select Doubloons with its mass of glistening gold flowers and to grow which no special prescription is needed. Then, perhaps, you are undecided between the elegant long, yellow bud of Eclipse and the majestic polychrome bloom of Signora; or prefer the delicately colored bud and bloom of Gloaming; or, again, a solid bed of the flame tints of Carillon.

Indeed, "fireside gardening" has its joy!

Not Difficult to Grow

Modern Roses are easier to grow because hybridizers have improved their methods and the strains. Parents have been chosen more carefully for hardiness. Jackson & Perkins' novelties are renowned for their vigor, reliability, and adaptability to most conditions. They will also thrive in a much wider territory than the older types, being specially bred for greater winter hardiness.

Now you can enjoy the elegant, sleek perfection of Eclipse, winner of the world's most coveted awards.

*Bagatelle Gold Medal,
France.*

*Italian Government
Gold Medal.*

*Also Gold Medal
American Rose Society,
1936.*



How

TO BEGIN



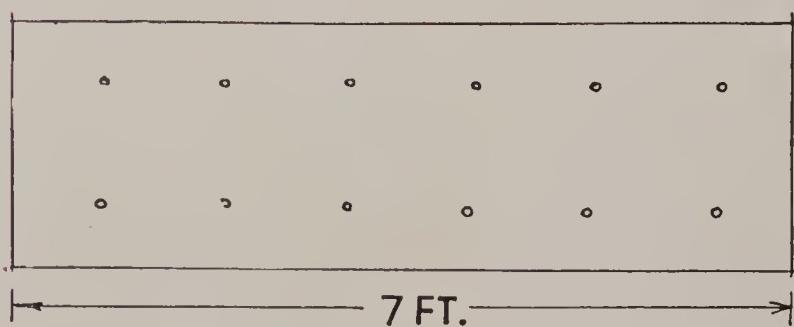
Remember the time you started on that longed-for trip to Mexico? Or California? Or the time you bought your new car? You didn't keep on vaguely promising yourself that "some day" you would do it. You just made up your mind and the thing was done. So it is in growing the New Roses—your first step is to say to yourself, "This summer I am going to grow some of the New Roses"—and the rest is not at all difficult. The little sketches on the next page will give you some idea where to plant your Roses, and then you can select, from the color pages which follow, just the ones that would please you most. When the Roses arrive, you can follow the simple directions given on the last few pages. Even the person who has never grown flowers before may achieve success by following these simple instructions.

A Few Beds Provide Plenty of Flowers

It is surprising how many Roses can be grown in a small space. A 7-foot bed will accommodate a dozen plants which will supply daily a number of blooms for the house. Standard space between Rose plants is 14 inches, and it is easy to estimate how many plants are necessary for the beds or complete garden you have in view. Or, if you wish, a few Roses may be planted as a part of an informal border.

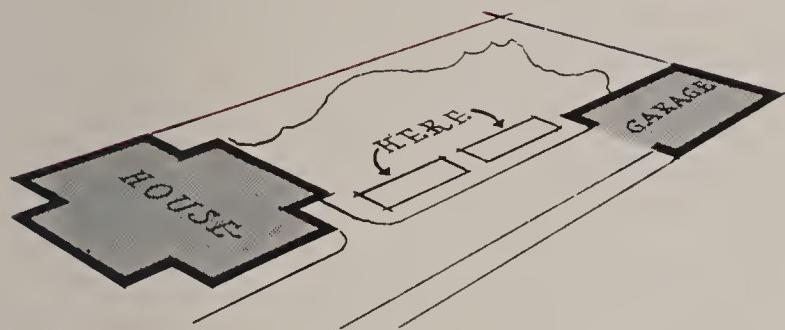
7-FOOT BORDER

A Dozen Selected Garden Roses

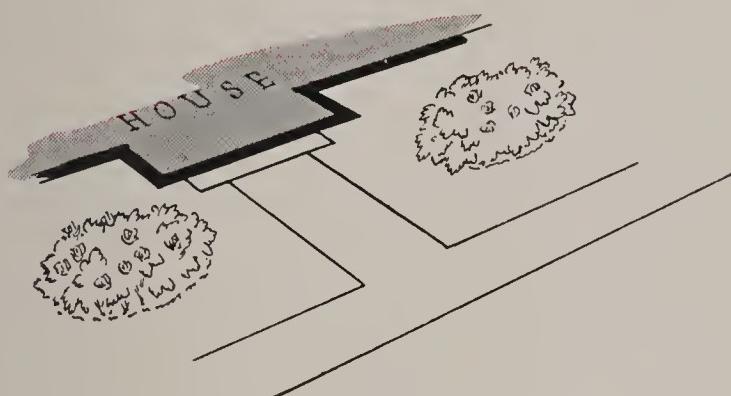
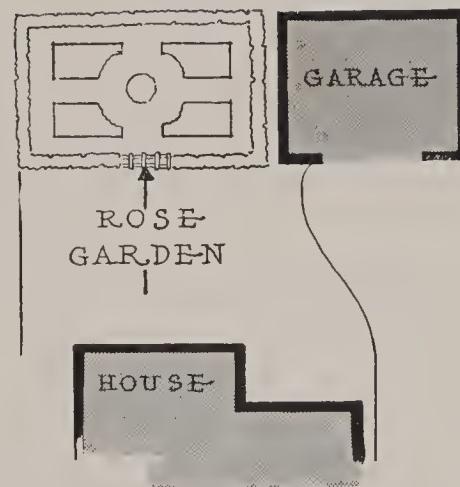


*Rose plants
14 inches apart*

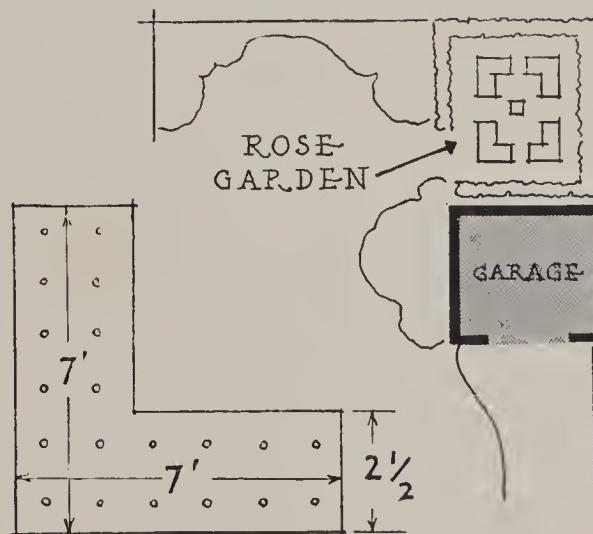
Where TO PLANT GARDEN ROSES



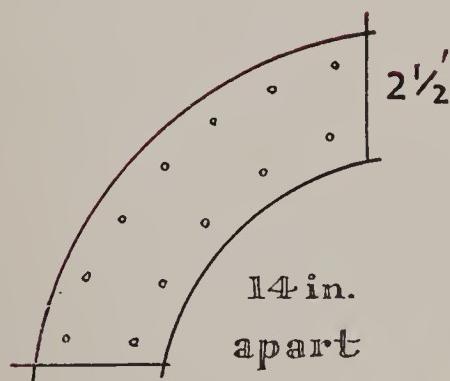
Beds parallel to walks or drive



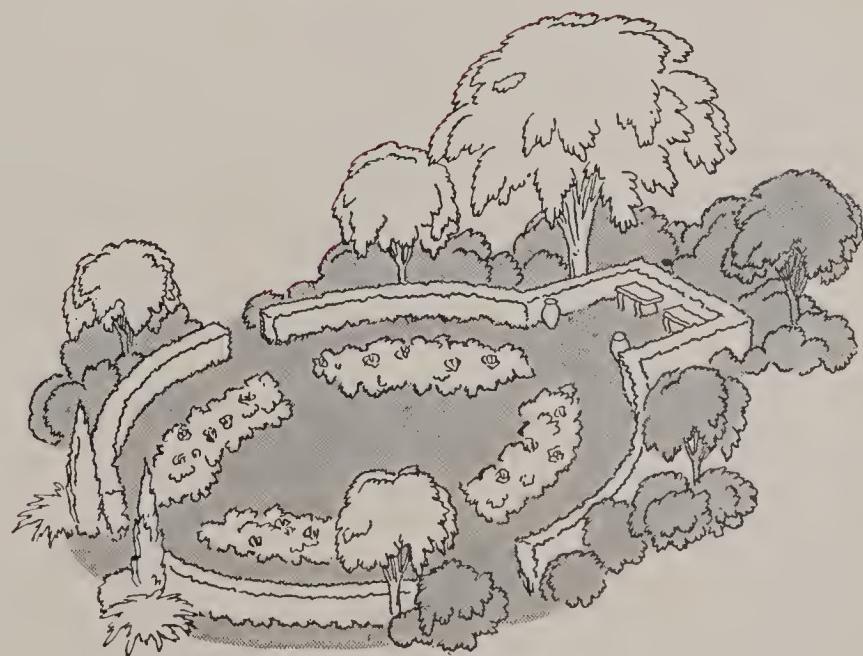
~~DON'T~~ plant circular bed in middle of lawn



Typical bed
20 ROSES



Circular bed
two or more
garden varieties



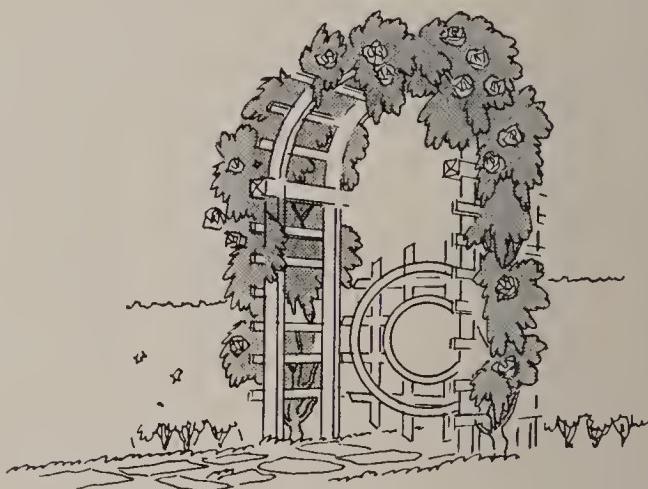
The Best

USE OF CLIMBING ROSES

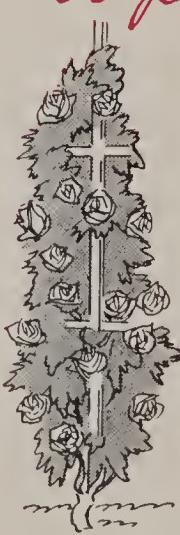
Because of their hardiness, their many uses, and the superb beauty of the newer sorts, Climbing Roses should be used much more generally in our plantings. A little imagination suggests many uses. Trained around a post, a climber makes a beautiful "Pillar of Roses," particularly beautiful as a frame for the Rose-garden. Trained over an archway or a doorway or along the porch, there are few "vines" that will grow as fast, be as permanent and as beautiful as Climbing Roses. Trained to cover a wire fence, "Ramblers" are most spectacular. Trained along the walls, Climbing Roses will dress up a garage or any building and transform it into an ornament in the landscape.



*Doorway
or porch*



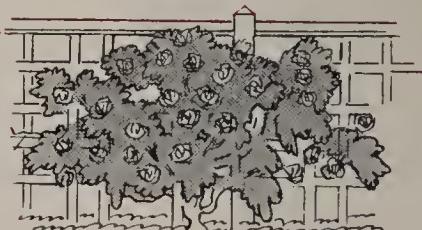
*Covering an
archway*



*As a
pillar*



*Along a Garage
or any building*



*To cover
a fence*

Three

SENSATIONAL NEW CLIMBERS



© J. & P. CO.

BLAZE (*Plant Patent No. 10*)

The first hardy scarlet Climber to be ever-blooming when once established. The repeating form of Paul's Scarlet Climber, otherwise exactly like it in color, vigor, and hardiness. Our plants are propagated from repeating bloomwood only, and the ever-blooming character is well fixed, but do not expect it until the plants are well established. Retails at \$1.00 each.



© J. & P. CO.

PRINCESS van ORANGE

PRINCESS van ORANGE

(Plant Patent No. 106)

claim "everbloomingness," we have seen old plants blooming liberally in September and October. Retails at \$1.00 each.

A dazzling new color in hardy Climbers of the Rambler type. Branches literally covered with masses of brilliant orange-scarlet flowers, imparting an unusual, radiant glow. Will climb great heights in course of time. While we do not

DOUBLOONS

(Plant Patent No. 152)

RIGHT

period, with an inclination to repeat in midsummer. They are quite perfumed. Hardy and vigorous, it grows with long heavy canes. Doubloons is a yellow Climber for which no apology or special growing method will ever be necessary. Grows 12 feet in a season, and the following year every eye along the stems will send a cluster of blooms. In our opinion, Doubloons is by far the best all-purpose yellow Climber yet produced. Retails at \$1.50 each.

Doubloons is a radiant yellow Climber—just what Rose-lovers have wanted for years. It is a descendant of our own American wild Prairie Rose. The large golden yellow blooms, fairly double, literally cover the plant for a long



The ROSE PARADE

The Best of the New Garden Roses

Here, at last, are the New Garden Roses—the results of the painstaking efforts of the leading Rose hybridizers of Europe and America! They are thoroughly tested for hardiness under United States growing conditions.

© J. & P. CO.



© J. & P. CO.

ALEZANE

*Prices slightly higher in Fertil-Potted
Packages*

ALEZANE (Plant Patent No. 116)

ABOVE

A Spanish Rose of the most astonishing colors. Always a center of attraction for its odd coloring, evolving from a chestnut-brown (hence its name, which is Spanish for "sorrel") to apricot. The very first Hybrid Tea Rose to bloom in the spring, and still in bloom when frost comes. Cut in the bud stage, Alezane makes handsome indoor bouquets. Plants vigorous and upright. Foliage immune to diseases. An extremely interesting and striking novelty. You'll like it! Retails at \$1.50 each.

ANNE POULSEN (Plant Patent No. 182)

LEFT

This beautiful new Rose is of the large-flowered Polyantha type. Strikingly conspicuous, it is ideal for mass planting and continuous color effect. Brilliant scarlet in tone, with a vivid overcast of crimson. Large, semi-single blooms. One correspondent writes, "What coloring!" Blooms come in sprays and have a pleasing fragrance. Originating in Denmark, it is very hardy. Retails at \$1.00 each.

ANNE POULSEN



© J. & P. CO.

A Remarkable New Everblooming Rose

SIGNORA

(Plant Patent
No. 201)

(Pronounced "Seen-yora.") It is new in all particulars—bloom, plant, and foliage. There is nothing like it. It was originated on the Italian Riviera, land of perpetual sunshine, olives, and Chianti wine. Signora was raised by one of the world's largest growers of cut Roses, who has a million plants in full cultivation, and all outdoors. It is, without a doubt, one of the grandest Roses that have come to American gardens in many years.

The long bud is of a warm brownish orange, opening to a lighter tint toward a combination of mandarin and salmon. The bloom is double, but not crowded, and very fragrant. Close study reveals so many hues and such an ever-changing iridescence as to deserve the description of the most polychrome of all Roses. The plant is vigorous and branching, fairly tall growing. A prolific bloomer—as many as thirty-one blooms have been seen on one plant at the same time, every one with a long stem for cutting. The foliage is unusually beautiful and immune to disease. Signora was the first winner of the Colle Oppio Gold Medal in Rome (Italy). Retails at \$2.00 each.





GLOAMING

(Plant Patent No. 137)

LEFT

Gloaming is typical of our own strain; robust growers, long-lived plants that stay put wherever planted and always "rarin' to go." This variety has been tested for several years. Glowing reports are unanimous from everywhere, so we can speak of it as of an old friend, an established standby. Its large buds are carried on long, rigid stems, amply clothed with handsome foliage. The general tonality of Gloaming is salmon, overcast with tawny orange and gold at the base running up the reverse of the petals. Open bloom is very large, double, and fragrant. Yes, it is a pink Rose, but there is no other like it. Retails at \$1.50 each.



© J. & P. CO.

CARILLON

CARILLON

(Plant Patent
No. 136)

UPPER RIGHT

Dictionaries define "carillon" as a complete set of stationary bells played upon by means of a pianoforte keyboard. It originated in northern France and Belgium where cathedrals and large churches are specially famed for their carillons. From time immemorial the carillon has been a symbol of public rejoicing, cheer, and happiness. In times of public distress, as during the World War, carillons remain silent. This Rose was named Carillon because it is a *singing* Rose, a Rose which creates a feeling of joy and good cheer. It is never out of tune and its enchanting melody pervades the garden! As a carillon is a group of bells, the full harmony of this cheery Rose is best obtained by planting in groups, ten plants or more spaced at about 15 to 16 inches. These make a magic carpet of lustrous coral-flame resting on glossy green foliage. The bloom is semi-double but large and fragrant. Although not primarily a cut-flower type, Carillon buds make a handsome centerpiece for the dining-table. Retails at \$1.25 each.

AMELIA EARHART

(Plant Patent
No. 63)

An exhibition Rose of great magnitude. Very large buds, straw-yellow with a blush, opening to an immense, double bloom. The center is lemon-yellow surrounded by a collarette of light-colored petals assuming a flesh tint. The plant is medium tall. Frequently wins "Best Rose in Show." Retails at \$1.25 each.

BETTER TIMES

(Plant Patent
No. 23)

A perfect bud and bloom. An unusual cerise-red, a little lighter in the center. Double and very fragrant. A good cut-flower, spreading the happy feeling indicated by its name; millions of Better Times blooms are being sold throughout the country. A worthy introduction from Hill, of Richmond, Indiana. Retails at \$1.25 each.



COUNTESS VANDAL

(Plant Patent No. 38)

Has earned the surname "Indispensable Rose," for no Rose-garden is complete without it, especially when elegant long buds are desired for cutting. A blend of coppery bronze, soft gold, and pink, the bloom opens slowly to a large size, the outer petals recurve with a silvery reflex, and direct evenly to all points of the compass. Superb for cutting. Vigorous, hardy grower. Retails at \$1.00 each.



© J. & P. CO.

COUNTESS VANDAL

MATADOR

(Plant Patent
No. 170)

A great red Rose. Yet it is not of that harsh, shocking red to which many people object. It is a soft velvety crimson with a maroon depth restful to the eyes and blending harmoniously with other Rose colors. The bloom is large and double, brimful of attar of Rose. It is a cut Rose but the branching habit of the plant makes it also a good bedding variety. It brings the fire and flash of the toreador to your garden. Sturdy grower. Retails at \$1.50 each.

Prices slightly higher in Fertil-Potted Packages



MATADOR

© J. & P. CO.

ECLIPSE

(Plant Patent No. 172)
SEE FRONT COVER

A brilliant new yellow Rose. An entirely new type. Eclipse is the heroine of 1936, the winner of the most coveted, and intrinsically most valuable, medals of the Rose world, at Colle Oppio (Rome) and last June in Paris, where Eclipse was selected out of three score and ten contestants for the Bagatelle Gold Medal. Aside from a strikingly handsome plant with distinctive and almost immune to disease foliage, the bud of Eclipse "eclipses 'em all." Gracefully "streamlined," it often exceeds 2 inches in length, ornamented with narrow, branching sepals which make a harmonious contrast with the gold of the petals. The open bloom has a lovely fragrance. It will delight those who have learned to prefer elegance to opulence, grace to coarse abundance in Roses. The autumn blooms are larger and much fuller. Eclipse can be relied on for cut-flowers at all times and keeps well in water. Retails at \$1.50 each.

GOLDEN MAIN

(Plant Patent applied for)

RIGHT

Came to us from Germany as "Goldenes Mainz," but visitors in our gardens shortened it to Golden Main. This Rose is the forerunner of a new type of Pernetiana, with great vigor and strong, dark foliage immune to diseases, a plant built for long service.

A decorative Rose continuously in bloom, clusters of large full blooms of pure clean yellow, like burnished brass, or dandelions in the morning dew. The most brilliant yellow among yellow Roses. Fades but little in the hot summer sun. Retails at \$1.50 each.

MARY HART

(Plant Patent No. 8)

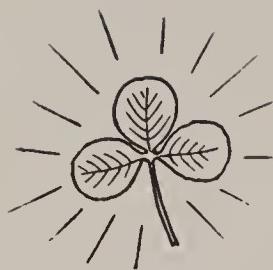
A sport of Talisman, it performs even better. The bud is deep rose-red, opening to well-formed blossoms of velvety blood-red with an overflow of amber. It is a superb Rose and will prove a delightful addition to your garden. Retails at \$1.00 each.

GOLDEN MAIN



McGREDY'S TRIUMPH

(Plant Patent
No. 190)
BELOW



This beautiful new Rose is one of the creations of the famous House of McGredy in Ireland. It brings with it the romance and yet the sturdy character, ruggedness and vigor of the Emerald Isle. Its large buds and fragrant blooms are devoid of stiffness and enchant one with their grace. The color is a glistening cerise overcast with orange. Harmonious sturdy plants with large, reddish bronze foliage. An ideal bedding type which may also be grown to exhibition size. Like a son of "the Old Sod," it increases in vigor and size as it matures. Retails at \$1.50 each.

Prices slightly higher in Fertil-Potted Packages



NIGRETTE

(Plant Patent No. 87)

The Rose publicized by the international press as "The Black Rose of Sangerhausen." A very interesting novelty from which we should not demand the performance of a regular Rose. The small, perfumed blooms are, in cool times, very dark maroon with blackish reflexes; in summer heat they are deep red. Plant of moderate, compact growth. Well worth having for its oddity. Retails at \$1.50 each.

POLAR BEAR

(Plant Patent No. 132)

The first word is for hardiness, the second for ruggedness, and both for color. A happy combination of *R. nutkana*, *R. rugosa*, and *R. polyantha*. Tall plant for hedge, background, or the shrub border. Always loaded with medium large and full white Roses, tinted with flesh. Very fragrant. Retails at \$1.00 each.

McGREDY'S TRIUMPH

MRS. FRANCIS KING

(Plant Patent applied for)

RIGHT

This name is familiar to all gardeners, as Mrs. Francis King is one of the founders and a former Vice-President of the Garden Club of America. The Rose belongs to our new strain, evolved from *R. nutkana*, the Wild Rose of Alaska, therefore implies ruggedness and hardiness. Mrs. Francis King is a cross of the English yellow Rose, Independence Day, and Leonard Barron, first hybrid of *Rosa nutkana*. An established plant will grow almost like a Frau Karl Druschki. The foliage is of medium size, reminiscent of *R. nutkana*, but tough and resistant. The bloom is very large and full, carried on a strong, upright stem, white deepening toward ivory in the center. It has a pleasing fragrance of wild Rose and is a very prolific and continuous bloomer. Retails at \$1.50 each.



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MRS. FRANCIS KING



PERMANENT
WAVE

© J. & P. CO.

**RADIANT
BEAUTY**
*(Plant Patent
No. 97)*
RIGHT

Related to Radiance—the American-loved Rose. Somewhat of the same habit, sturdiness, and hardiness. The foliage is handsome, the bloom is more finished, its form and fragrance remind one of American Beauty. The color is radiant red! Makes beautiful bouquets. It is a superb Rose and is certain to prove a welcome addition to any garden. Retails at \$1.50 each.



ROCHESTER

(Plant Patent No. 131)

LEFT

No Rose ever produced more blooms per plant, and a group of Rochester is a continuous mass of beautiful flowers. It is hardy, as it belongs to that new popular strain of bedding Roses, Hybrid Tea Polyantha. The bloom is medium large and double with the brilliant colors of an Oriental pearl mounted on gold, reminiscent of its pollen parent, Rev. F. Page - Roberts. Blooms in clusters. Retails at \$1.25 each.

TEXAS CENTENNIAL

(Plant Patent No. 162)

A red sport of President Herbert Hoover, therefore a good Rose, and, like its parent, a tall, robust grower. Bud crimson-red; the center, as the bloom opens, assumes a lighter hue. Delicately scented. Retails at \$1.00 each.

TEMNO

To those who have been disappointed in their quest for a blackish Rose, we suggest Temno. It is a real Rose, fairly large, full, and richly fragrant. There is no such thing in nature as a black flower, but Temno, in the early morning and in autumn, comes dangerously close to it. The center is dark maroon. Good plant and foliage, for which no apology will ever be needed. You'll like Temno. Retails at \$1.50 each.

ROCHESTER





ROCKET

(Plant Patent No. 171)

RIGHT

Rocket is a really good red *bedding* Rose because of the branching habit of the plant. Planted in groups, Rocket will outdo any other red Rose for volume of perfect fragrant blooms. The crimson-red is soft, does not clash, and holds its color well under all conditions. The plant is an unusually good grower with handsome foliage. Its pollen parent was the Australian hardy Climber, Scorcher, which means hardiness and "rugged individualism." Retails at \$1.25 each.



© J. & P. CO.

ROCKET

© J. & P. CO.



WHITE BRIARCLIFF

YOSEMITE

(Plant Patent No. 109)

A bedding type, spreading and effectively hiding the ground. Great masses of medium-size, pleasingly informal double Roses. Buds scarlet-orange with a suffusion of carmine on the reverse. Vigorous, bushy, with continuous blooming habits. Retails at \$1.25 each.

How to PLANT ROSES —

Roses need sunshine, but it is not necessary that they be exposed to the sun all day; half a day of sunshine is sufficient, either morning or afternoon.

To prepare the beds, remove one spade depth of soil and pile it on one side. This is "topsoil." Then remove a second spade depth and pile it on the other side. This is "subsoil," to be taken away. This makes a trench 18 inches deep. Rose roots never go deeper. Break the bottom of the trench with a fork. Refill the trench with the top-soil, mixing it with a liberal amount of manure, then finish the bed with good garden soil.

When planting Roses, always carry the plants in a bucket of water. Prune the roots by shortening the long ones and making fresh cuts at the ends of the others. Dig a hole deep and wide enough to accommodate the roots naturally and without crowding. Work very fine soil between the roots and refill the hole a little at a time, always packing the soil *hard* on the roots. When the hole is three-quarters full, pound the soil with your heels and all your weight, then pour in plenty of water. When the water has disappeared, put soil in to the normal level, but do not pack any more. Prune the tops of the plants at about 4 to 5 inches above soil-level; *this is extremely important*. The proper depth of planting is so that the bud or union should be barely covered. (See marginal sketch.)



WRONG

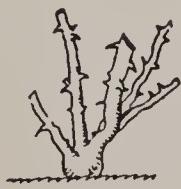


RIGHT



A Hybrid Tea
Rose pruned high
in spring.

The result of high
pruning. Bare legs—
tall growth.



A Hybrid Tea
pruned low in
spring.



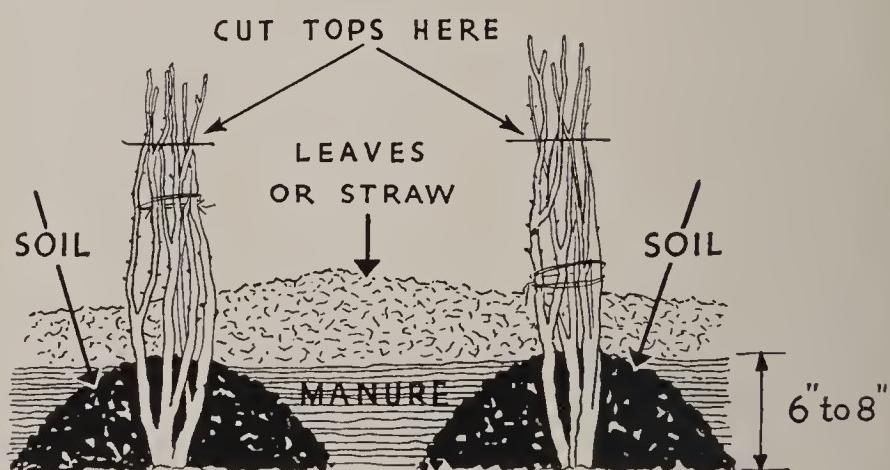
Result of close
pruning. Low, compact
—large flowers.

Wintering ROSES

The last two or three severe winters have proved beyond a doubt that Roses of *all* kinds can be successfully wintered anywhere in the United States with some inexpensive and easy protection.

After the first good heavy frost, bundle the branches together, cut them back to about 18 to 20 inches, mound earth around the plants up to 6 to 8 inches, or higher if practical, spread manure in the hollows between plants. Later on, when the ground is frozen, add a covering of leaves, straw, salt hay, or cornstalks to keep the ground frozen and as a protection against sun and wind. In the spring, remove covering a little at a time, first straw or leaves, then the coarse part of the manure, and finally level the soil when danger of hard spring frosts is past.

Hardy Climbers seldom need winter protection in most sections of the United States. However, where temperatures of 10° to 20° below zero are a common occurrence, Climbers winter well if taken down from their support and laid flat on the ground where they can be covered with earth or heavy straw.



Other Cultural Hints

Pruning is not mandatory (except for new plantings) but is advisable. It is necessary if quality blooms are desired; the more severe the pruning, the better the blooms will be.

Hybrid Teas are pruned in the spring when general vegetation starts. Remove all dead wood and weak branches, and for best results shorten the remaining canes to about one-third of the previous year's growth—thus, a plant 24 inches high in the autumn will be 8 inches after pruning the following spring.

Fertilizer. A mixed or "complete" fertilizer as sold under various trade-marks and equivalent to 1 part nitrogen, 2 or 3 parts phosphoric acid, and 1 or 2 parts of potash is preferable to any single one of these products. Apply very lightly (a teaspoon per plant) but often, and water liberally after each application. Bonemeal is useless for Roses.

Foliage Trouble. Newer Roses are not as subject to diseases as older varieties; they are much more resistant and many are almost immune. However, atmospheric conditions are more favorable some years than others, and an occasional dusting or spraying with accepted formulas would act as a preventive.

For more detailed information on all phases of the Rose, read THE ROSE MANUAL by Dr. J. H. Nicolas (Doubleday, Doran & Company, Garden City, New York. \$2.50). It is considered by authorities as the "Rose Grower's Bible."

It's easy

IF YOU START EARLY

One important factor of Rose success is early preparation of the ground. Select the location for your Rose-beds as early as possible and prepare the soil as indicated on page 21, so it will be aired, will settle, absorb the early warmth of the sun, and become fine and mellow. Plants in such worked-up soil start earlier and more quickly recover from the hardships of transplanting.

The supply of new varieties is often very limited. Make your selection and order your Roses as early as possible; your dealer will deliver at the time best suited for planting in your location.

How to Order

Jackson & Perkins Company operates exclusively at wholesale and makes no sales direct to the public. Their new varieties are sold by nurserymen, florists, seedsmen, and dealers everywhere.

Communicate with your usual dealer and if he does not have on hand the kinds you want, he can secure the plants from us. If there is any serious delay, write us with a list of your selections and we will take up the matter with him or refer you to someone who can furnish you.

An Invitation to Visit Us

We extend an invitation to everyone interested in New Roses to visit our extensive Test and Display Gardens at Newark, New York State. Here are thousands of seedlings (ours as well as foreign), in process of testing, from which future disseminations will be selected. You are welcome, and we favor comments from amateurs. Newark, New York, is on Route 31, 31 miles East of Rochester.

Look for this Label

All Jackson & Perkins' New Roses are patented for your protection. The genuine is identified by this special label.



JACKSON & PERKINS COMPANY

*Hybridizers and Distributors of New Roses and
Plant Specialties . . . Wholesale Only*

NEWARK • NEW YORK STATE

